

Amendments to the Claims:

This listing of claims replaces all prior versions and listings of claims in the application:

Listing of Claims:

1-29. (Canceled)

30. (New) A method of providing content relevant to television programming, the method comprising:

- determining television programming being viewed by a viewer at a particular time;
- determining, based solely on the television programming, a first category of context information;
- determining whether first context information associated with the television program and categorized in the first category of context information is available for access;
- conditioned on the first context information being available for access,
  - selecting the first context information, and
  - delivering the first context information to the viewer;
- determining, based solely on the television programming, a second category of context information; and
- conditioned on the first context information not being available for access,
  - determining whether second context information associated with the television program and categorized in the second category of context information is available for access,
  - and
    - conditioned on the second context information being available for access,
      - selecting the second context information, and
      - delivering the second context information to the viewer.

31. (New) The method of claim 30 wherein determining television programming being viewed comprises determining the television programming tuned to by a set-top box.

32. (New) The method of claim 30 wherein determining television programming being viewed comprises determining the television programming based upon an EPG.

33. (New) The method of claim 30 wherein the television programming being viewed by the viewer comprises an episode of a television show broadcast by a broadcaster.

34. (New) The method of claim 33, wherein determining, based solely on the television programming, a first category of context information comprises determining a category specific to the episode.

35. (New) The method of claim 34, wherein determining the category specific to the episode comprises determining a category specific to a final episode in a television season of the television show.

36. (New) The method of claim 34, wherein determining whether first context information is available for access comprises determining whether context information specific to the episode is available for access.

37. (New) The method of claim 33, wherein determining, based solely on the television programming, a first category of context information comprises determining a category specific to the television show.

38. (New) The method of claim 37, wherein determining the category specific to the television show comprises determining a category specific to the name of the television show.

39. (New) The method of claim 36, wherein determining whether first context information is available for access comprises determining whether context information specific to the television show is available for access.

40. (New) The method of claim 33, wherein determining, based solely on the television programming, a first category of context information comprises determining a category specific to the broadcaster.

41. (New) The method of claim 40, wherein determining a category specific to the broadcaster comprises determining a category specific to the network station or cable station providing the television programming.

42. (New) The method of claim 40, wherein determining whether first context information is available for access comprises determining whether context information specific to the broadcaster is available for access.

43. (New) The method of claim 33, wherein:  
determining, based solely on the television programming, a first category of context information comprises determining a category specific to the episode;  
determining whether first context information is available for access comprises determining whether context information specific to the episode is available for access;  
determining, based solely on the television programming, a second category of context information comprises determining a category specific to the television show; and  
determining whether second context information is available for access comprises determining whether context information specific to the television show is available for access.

44. (New) The method of claim 30, further comprising:  
determining, based solely on the television programming, a third category of context information; and  
conditioned on the first context information and the second context information not being available for access,  
determining whether third context information associated with the television program and categorized in the third category of context information is available for access, and  
conditioned on the third context information being available for access,

selecting the third context information, and  
delivering the third context information to the viewer.

45. (New) The method of claim 44, wherein:  
determining, based solely on the television programming, a first category of context information comprises determining a category specific to the episode;  
determining whether first context information is available for access comprises determining whether context information specific to the episode is available for access;  
determining, based solely on the television programming, a second category of context information comprises determining a category specific to the television show;  
determining whether second context information is available for access comprises determining whether context information specific to the television show is available for access;  
determining, based solely on the television programming, a third category of context information comprises determining a category specific to the broadcaster; and  
determining whether third context information is available for access comprises determining whether context information specific to the broadcaster is available for access.

46. (New) The method of claim 44, further comprising:  
conditioned on the first context information, the second context information, and the third context information not being available for access,  
selecting default context information, and  
delivering the default context information to the viewer.

47. (New) The method of claim 30 wherein at least one of the first context information and the second context information comprises one or more of the following information items associated with the television programming being viewed by the user: question boxes, electronic ballots, poll results, chat rooms, information for ordering merchandise, links to a broadcaster's web page, websites of business partners of the broadcaster, links to related category content, and web pages.

48. (New) A method of providing content relevant to television programming to subscribers of a television service, the method comprising:

- determining television programming being viewed by subscribers at a particular time;
- determining a first category of context information based on a television program;
- determining whether first context information associated with the television program and categorized in the first category of context information is available for access;
- conditioned on the first context information being available for access,
- selecting the first context information, and
- delivering the first context information to all subscribers determined to be viewing the television program at the particular time;
- determining a second category of context information based on the television program;

and

- conditioned on the first context information not being available for access,
- determining whether second context information associated with the television program and categorized in the second category of context information is available for access,

and

- conditioned on the second context information being available for access,
- selecting the second context information, and
- delivering the second context information to all subscribers determined to be viewing the television program at the particular time.

49. (New) The method of claim 48 wherein the television programming being viewed by the viewer comprises an episode of a television show broadcast by a broadcaster.

50. (New) The method of claim 49, wherein determining a first category of context information comprises determining a category specific to the episode, the television show, or the broadcaster.

51. (New) The method of claim 50, wherein determining whether first context information is available for access comprises determining whether context information specific to the episode, the television show, or the broadcaster is available for access.

52. (New) The method of claim 49, wherein:  
determining a first category of context information comprises determining a category specific to the episode;  
determining whether first context information is available for access comprises determining whether context information specific to the episode is available for access;  
determining a second category of context information comprises determining a category specific to the television show; and  
determining whether second context information is available for access comprises determining whether context information specific to the television show is available for access.

53. (New) A method of providing content relevant to television programming, the method comprising:  
determining television programming being viewed by a viewer at a particular time;  
determining, regardless of preferences of the viewer and based on the television programming, a first category of context information;  
determining whether first context information associated with the television program and categorized in the first category of context information is available for access;  
conditioned on the first context information being available for access,  
selecting the first context information, and  
delivering the first context information to the viewer;  
determining, regardless of preferences of the viewer and based on the television programming, a second category of context information; and  
conditioned on the first context information not being available for access,  
determining whether second context information associated with the television program and categorized in the second category of context information is available for access,  
and

conditioned on the second context information being available for access,  
selecting the second context information, and  
delivering the second context information to the subscriber.

54. (New) The method of claim 53 wherein the television programming being viewed by the viewer comprises an episode of a television show broadcast by a broadcaster.

55. (New) The method of claim 54, wherein determining a first category of context information comprises determining a category specific to the episode, the television show, or the broadcaster.

56. (New) The method of claim 55, wherein determining whether first context information is available for access comprises determining whether context information specific to the episode, the television show, or the broadcaster is available for access.

57. (New) The method of claim 54, wherein:  
determining, regardless of preferences of the viewer and based on the television programming, a first category of context information comprises determining a category specific to the episode;

determining whether first context information is available for access comprises determining whether context information specific to the episode is available for access;

determining, regardless of preferences of the viewer and based on the television programming, a second category of context information comprises determining a category specific to the television show; and

determining whether second context information is available for access comprises determining whether context information specific to the television show is available for access.